

Balancing-Act Africa releases new pay-TV report

The latest report from Balancing-Act Africa, titled *African Pay TV: A growing competitive market* was released on Friday, 30 April 2010. The 22-page report looks at the continued growth of the pay-TV market in Africa despite the closure of continental player GTV in February 2009.

The briefing paper, costing US\$250, looks at a variety of Anglophone, Francophone and Lusophone markets to see who has marketshare where and why.

Table of Content:

1. Competitive position and key players;
2. Selling content and technical features - what seems to work;
3. Pricing bouquets - how low is low?;
4. Strategies for challengers.

There is a spreadsheet Appendix A which provides a country-by-country breakdown of subscriber number by operator.

Organisations mentioned in the report:

Dstv/Multichoice, Canal+/ Canal Plus, Canal Overseas, Canal Overseas Africa, Canal Horizons, Canal Plus Cinema, Vivendi, HiTV, MyTV, ODM / OnDigital Media's Top TV, Mauritius Telecom, Orange / France Telecom Group, TV Cabo, Grupo Visabeira, Next Generation Broadcasting (NGB), GTV, MTN, Safaricom Eutelsat, Super5, Telkom Media, Shenzhen Media Group, BEE, Anant Singh's Videovision Home Entertainment, WDB, MSG Afrika Media, Viasat, Outremer Telecom, Wananchi Group Holdings, African Telecoms, Media and Technology Fund (ATMTF), Virgin Media, Liberty Global, Transcentury, Star TV, MyTV, Strong Technologies llc, Emerging Capital, Zuku, MitsumiNet, Maroc Telecom, AlgeriaTelecom, Telecom Egypt, CVXTV, Xiamen Sinonets Electronics, 21st Century, Zon Multimedia, Portugal Telecom, NTRA, Unitel, Kento Holdings, Millicom (branded Tigo), Vodacom, BSKyB, ICASA, First National Media Investment Holdings (Pty) Ltd (FNMIH), Cosatu, Kopano Ke Matla, the Industrial Development Corporation (IDC), SES Astra, Modern Times Group (owners of Viasat), CTV, Multimesh, MultiTV, Skyy, TNT Africa, Mnet, Sky TV, Ofcom, Joy FM, TNT Africa, AIT/Daar, Delta, Excaf, Riverwood.

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